

ELECTRONIC MAIL

April 26, 1993

M. A. Belniak  
G. B. Brown  
J. H. Casey  
G. R. Deschenes  
T. J. Fitzin  
J. C. Gresty  
S. C. Grossberg  
L. S. Justo  
D. W. Keeney

F. L. Maney  
J. L. Merusi  
J. A. Miller  
L. M. O'Connor  
R. J. O'Rourke  
G. M. Richardson  
A. P. Scott  
R. F. Segelke  
C. M. Uffindell  
D. T. Walsh

D. M. JK 4/27/93  
T & D JK 5/3/93  
S. R. M. JK 1/1  
S. A. M. JK 5/5/93

Subject: 7-Eleven - Winston and Camel Summer Promotion

Terry Lyons, Merchandise Manager, 7-Eleven Northeast has agreed to participate in the *Winston and Camel Summer Promotion*. He will be dispersing information to his local Market Managers, who will prebook the Camel BIGIF and Winston 40¢ off a Pack Program.

I have requested all prebooks be completed by his Market Managers no later than Friday, May 7th. At that time, RJR local offices must contact 7-Eleven Market Managers to review the prebooks and to dispersement to the appropriate direct accounts.

Mr. Lyons has asked RJR local management to maintain contact, on a consistent monthly basis, with selected Market Managers, as indicated below:

7-Eleven Regional Center

Dawn Rudnansky  
100 Roscommon Drive  
Suite 310  
Middletown, CT

203-635-9359

Steve Featon  
131 Middlesex Turnpike  
Burlington, MA

617-273-1760

Mark Senav  
8545 Main Street  
Williamsville, NY

716-633-1522

RJR Division

1528 - G. R. Deschenes

1126 - T. J. Fitzin

1626 - D. T. Walsh

*Dawned  
JK  
5/19/93*

*CC: All Refs*

51847 6544

**7-ELEVEN**

**CAMEL AND WINSTON  
SUMMER PROMOTION  
PREBOOK**

**7-Eleven #**

**Address:** \_\_\_\_\_

**Supplier:** \_\_\_\_\_

**Delivery Date:** \_\_\_\_\_

**BUY 1 GET 1 FREE**

**Maximum Order**

<i>Camel Lts</i>	_____	4
<i>Camel Lts Box</i>	_____	4
<i>Camel Filter</i>	_____	4
<i>Camel Filter Box</i>	_____	4
<i>Camel Special Lt Box</i>	_____	4
<i>Camel Special Lt Box 100</i>	_____	4
<i>Total</i>	_____	4
		24

**SPECIAL \$4.00 OFF A CARTON/\$.40 OFF A PACK MANUFACTURED  
PRODUCT.**

**Maximum Order**

<i>Winston</i>	_____	10
<i>Winston 100</i>	_____	3
<i>Winston Box</i>	_____	5
<i>Winston Lt</i>	_____	5
<i>Winston Lt 100</i>	_____	2
<i>Winston Lt (Box)</i>	_____	3
<i>Winston Lt 100 (Box)</i>	_____	3
<i>Winston Ult</i>	_____	1
<i>Winston Ult 100</i>	_____	1
<i>Winston Ult (Box)</i>	_____	1
<i>Winston Ult 100 (Box)</i>	_____	1
<i>Winston Select</i>	_____	2
<i>Winston Select (Box)</i>	_____	3
<b>TOTAL</b>	_____	40

**QUANTITIES MAY BE LIMITED BY DIRECT ACCOUNT AVAILABILITY**

**PLEASE SHIP THE PRODUCT INDICATED AND HAVE MY RJR REP CONTACT  
ME TO MERCHANDISE THE PROMOTIONS.**

**SIGNATURE** \_\_\_\_\_

51847 6545

7-Eleven  
Winston & Camel Promotions (cont'd)

- 2 -

June Barbara  
555 Route 1 South  
Iselin, NJ

1228 - J. H. Casey

Dr. J. H.  
Please have  
T.W.

908-855-7797

Joe Brumfield  
1350 Campus Parkway  
Neptune, NJ

1232 - J. Miller

On Vacation  
On Hold 15/1  
left me

908-938-3070

Linda Speranza  
450 Waverly Avenue  
Patchogue, NY

1440 - M. R. Gambardella

516-654-4281

Kay Kinard  
3601 Hempstead Turnpike  
4th Floor  
Levittown, NY

1440 - M. R. Gambardella

516-579-7822

Dave Gerschwer  
2520 Flatlands Avenue  
Brooklyn, NY

1440 - M. R. Gambardella

718-258-0074

If the above Market Managers are not within your division, please advise me immediately

The purpose of these visits will be to discuss implementation procedures and programs/opportunities in the local markets, and to review information involving the programs sold to the Northeast Division Headquarters. I would recommend an entry level manager be assigned this responsibility. Please communicate to me the name of the person who will be responsible.

If you have any questions, please contact me.

George H. Moulton

GHM/pk  
att.

cc: R. C. Farmer E. M. McAtee  
R. F. Kane P. E. Schmidt  
B. G. Norman M. A. Young  
M. R. Gambardella

cc: (1)

51847 6546